

## **In the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (Previously Presented): A method of displaying a web page to a user who has in close association therewith a portable triggering device having a unique code stored therein and a unique portable triggering device identification code stored therein, the unique portable triggering device identification code being exclusively associated with that portable triggering device, comprising the steps of:

in response to the portable triggering device being within a predetermined proximity of an activation system, the activation system interacting with the portable triggering device causing the unique code from the triggering device to be extracted therefrom through first, activation of the portable triggering device by the activation system and then transmission of the unique code to the activation system, the activation system interfaced with a network and physically separate from the portable triggering device;

appending, to the unique code, routing information which defines the location of an intermediary location on the network such that the unique code is transmitted to the intermediary location by the activation system in accordance with the appended routing information;

retrieving location information associated with the unique code from a database at the intermediary location, the location information corresponding to a location of the web page on a remote location disposed on the network, wherein the step of retrieving location information is a result of matching the unique code with the location information of the database;

in response to retrieving the location information, automatically connecting the activation system to the remote location; and

presenting the web page corresponding to the location information of the remote location to the user.

Claim 2 (Currently Amended): The method of Claim 1, wherein the portable triggering device ~~in the step of providing~~ is a portable wireless passive transponder.

Claim 3 (Currently Amended): The method of Claim 2, wherein the portable wireless passive transponder has the unique code stored therein in a non-volatile memory.

Claim 4 (Currently Amended): The method of Claim 1, wherein the unique code ~~in the step of providing~~ is uniquely associated with the web page.

Claim 5 (Canceled)

Claim 6 (Previously Presented): The method of Claim 1, wherein the step of causing further includes causing the unique portable triggering device identification code to be extracted from the portable triggering device with the activation system.

Claim 7 (Original): The method of Claim 6, wherein the step of retrieving location information further comprises the step of matching the unique code and the unique portable triggering device identification code with the location information of the database.

Claim 8 (Currently Amended): The method of Claim 1, wherein the activation system ~~in the step of extracting~~ comprises a transmitter and a receiver each operatively connected to a computer, the transmitter for activating the portable triggering device with an activating signal, and the receiver for receiving a triggering signal having the unique code contained therein.

Claim 9 (Canceled)

Claim 10 (Previously Presented): The method of Claim 1, wherein the database in the step of retrieving is local to the activation system.

Claim 11 (Canceled)

Claim 12 (Canceled)

Claim 13 (Previously Presented): The method of Claim 1, wherein the activation system

in the step of causing further includes a unique interface identification code associated with the activation system.

Claim 14 (Original): The method of Claim 13, wherein the step of retrieving location information further comprises the step of appending the unique interface identification code to the unique code and transmitting it to the database.

Claim 15 (Original): The method of Claim 14, wherein the step of retrieving location information further comprises the step of matching the unique code and the unique interface identification code with the location information of the database.

Claim 16 (Original): The method of Claim 1, wherein the step of connecting is performed using a browser program.

Claim 17 (Canceled)

Claim 18 (Original): The method of Claim 1, wherein the step of presenting comprises displaying the web page to the user via a display operatively connected to the activation system.

Claim 19 (Previously Presented): An apparatus for displaying a web page to a user having a portable triggering device with a unique code stored therein and a unique portable triggering device identification code stored therein, said unique portable triggering device identification code being exclusively associated with said portable triggering device, comprising:

an activation system disposed on a network that, when the portable triggering device is within a predetermined proximity thereof, the activation system operable to interface with the portable triggering device to cause the unique code from said triggering device to be extracted therefrom in response to activation of the portable triggering device by the activation system and then transmission of the unique code to the activation system when said portable triggering device is proximate to said activation system, said activation system physically separate from said portable triggering device;

wherein routing information which defines the location of an intermediary

location on the network is appended to the unique code such that the unique code is transmitted to the intermediary location by the activation system in accordance with the routing information;

wherein location information associated with said unique code is retrieved from a database at the intermediary location, said location information corresponding to a location of the web page on a remote location disposed on said network, wherein retrieving location information is a result of matching the unique code with the location information of the database;

wherein in response to said location information being retrieved from said database, said activation system is automatically connected to said remote location;

wherein the corresponding web page of said remote location is presented to the user via said activation system on a display.

Claim 20 (Previously Presented): The apparatus of Claim 19, wherein said portable triggering device is a portable wireless passive transponder.

Claim 21 (Currently Amended): The apparatus of Claim 20, wherein said portable wireless passive transponder has said unique code stored therein in a non-volatile memory.

Claim 22 (Original): The apparatus of Claim 19, wherein said unique code is uniquely associated with the web page.

Claim 23 (Canceled)

Claim 24 (Previously Presented): The apparatus of Claim 19, wherein said activation system comprises a transmitter and a receiver each operatively connected to a computer, said transmitter for activating said portable triggering device with an activating signal, and said receiver for receiving a triggering signal having said unique code contained therein.

Claim 25 (Previously Presented): The apparatus of Claim 24, wherein said activation system is further adapted for receiving a unique transponder identification code from said portable triggering device.

Claim 26 (Canceled):

Claim 27 (Previously Presented): The apparatus of Claim 19, wherein a unique transponder identification code is also matched with said location information of said database.

Claim 28 (Canceled):

Claim 29 (Canceled):

Claim 30 (Canceled):

Claim 31 (Original): The apparatus of Claim 19, wherein said activation system further includes a unique interface identification code associated with said activation system.

Claim 32 (Original): The apparatus of Claim 31, wherein activation system retrieves location information corresponding to said unique code and said unique interface identification code from said database.

Claim 33 (Previously Presented): The apparatus of Claim 19, wherein said activation system is connected to said remote location using a browser program.

Claim 34 (Canceled)

Claim 35 (Original): The apparatus of Claim 19, wherein the web page is presented to the user via a video display operatively connected to said activation system.